**Rep Order**# 6860220 **Ver**# 1 **Status** New **Traffic Order**# 6860220 **EC'd** Yes

**Printed:** 10/01/2012 11:50 AM **Last Received:** 10/01/2012 11:14 AM

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV

**Advertiser** ( ) .BERKLEY FOR SENATE

**Product** SHELLEY BERKLEY

Estimate#

Buyer TERRI COOPER

Phone# Fax# Agency ( ) SHORR, JOHNSON, MAGNUS

1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103

Agency C/P1/P2/E

**Flight Dates** 10/02/2012 - 10/08/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY

**Salesperson Phone**# 215-567-6005 **Salesperson FAX**# 215-567-5938

## --- CONTRACT COMMENT ---

CLIENT: SHELLEY BERKLEY FOR US SENATE SC=\*

## --- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 16,825 PLS CONFIRM ASAP THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	1	TU-F Buyli	7A-9A	GD MRN AMR	:30	\$325.00	10/02-10/05	8	1	8	\$2,600.00	
	2	M Buyli	7A-9A ne Comment	: GD MRN AMR	:30	\$325.00	10/08-10/08	2	1	2	\$650.00	
	3	TU-F Buyli	11A-12P ne Comment	: 11A NEWS	:30	\$300.00	10/02-10/05	8	1	8	\$2,400.00	
	4	M Buyli	11A-12P ne Comment	: 11A NEWS	:30	\$300.00	10/08-10/08	2	1	2	\$600.00	
	5	SA Buyli	830P-9P ne Comment	: ACTION NEWS	:30	\$1,000.00	10/06-10/06	1	1	1	\$1,000.00	
	6	TU-F Buyli	6P-630P ne Comment	: 6P NEWS	:30	\$650.00	10/02-10/05	4	1	4	\$2,600.00	
	7	M Buyli	6P-630P ne Comment	: 6P NEWS	:30	\$650.00	10/08-10/08	1	1	1	\$650.00	
	8	TU Buyli	10P-11P ne Comment	: PRIVATE PRACTI	:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	

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Rep Order#	6860220	Ver#	1	Status New	Traffic Order# 6860220	Printed:	10/01/2012 11:50 AM	2 of	3
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Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ( ).BERKLEY FOR SENATE Product SHELLEY BERKLEY Estimate#			Agency ( ) SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 Agency C/P1/P2/E				Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
Buyer Phone Fax#		TERRI COOPER			Flight Dates Hiatus Weeks	10/02/2012 - 10/08/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	9	SU Buyliı	9P-10P ne Comment	: REVENGE		:30	\$2,750.00	10/07-10/07	1	1	1	\$2,750.00		
	10	SA Buylin	6A-630A ne Comment	: 6A NEWS		:30	\$250.00	10/06-10/06	1	1	1	\$250.00		
	11	SU Buyliı	630A-7A	: 630A NEWS		:30	\$250.00	10/07-10/07	1	1	1	\$250.00		
	12	SU Buyliı	6A-630A ne Comment	: 6A NEWS		:30	\$250.00	10/07-10/07	1	1	1	\$250.00		
	13	SU Buylin	8A-9A ne Comment	: 8A NEWS		:30	\$275.00	10/07-10/07	2	1	2	\$550.00		
	14	SA	8A-9A			:30	\$275.00	10/06-10/06	1	1	1	\$275.00		

## ---REPORT TOTALS---

Report Totals: 34 / \$16,825.00

Buyline Comment: 8A NEWS

## ---SALES MONTHLY TOTALS---

Oct 12: 34 / \$16,825.00 Sales Totals: 34 / \$16,825.00 Station Totals: 34 / \$16,825.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$76,477 KBLR 0% KLAS 32% KSNV 20% KTNV 22% KTUD 0% KVCW 1% KVMY 0% KVVU 25%

**EC'd** Yes Station KTNV-TV LAS VEGAS, NV ) .BERKLEY FOR SENATE Advertiser ( SHELLEY BERKLEY **Product** Estimate# Buyer TERRI COOPER Phone# Fax# ---COMPETITIVE COMMENTS---COMPETITIVE IS ESTIMATED Books null RA35+

6860220

Ver# 1

Status New

Rep Order#

Demos

Traffic Order# 6860220

10/01/2012 11:50 AM Last Received: 10/01/2012 11:14 AM

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**Printed:** 

) SHORR, JOHNSON, MAGNUS Agency 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103

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Flight Dates 10/02/2012 - 10/08/2012

**Hiatus Weeks** 

Rep Firm

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3 of 3

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938